

LEO BURNETT U.S.A.  
a subsidiary of LEO BURNETT & COMPANY INC.  
ADM DCK259-DL BQZM M22742 "FLAUNT YOUR BUCKS" DC 4/C (8 X 9-3/16) PHILIP MORRIS INC., 1991  
Printed in U.S.A.

# FLAUNT YOUR BUCKS



Full rich flavor,  
not full price.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

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Mr.'s suggested retail price.

Kings Light: 11 mg "tar," 0.7 mg nicotine—Kings: 14 mg  
"tar," 1.0 mg nicotine av. per cigarette by FTC method.

